only successful revivalistic enterprise of recent years—Buch-
manism, about which both Mr. Nichols and Mr. Wnm, though
not Mr. Wells, have written sympathetically. This characteristi-
cally American importation has managed, by calling itself the
Oxford Group,[12] to acquire snob appeal, and to get vaguely
associated with Newman and Pusey, Its founder, Dr. Frank
Buchnian, looks like a successful business man of the Rotarian
sort, and when in London stays at Brown's Hotel,[13] which was
also Kipling's favourite hotel. From this quiet and select, but
expensive, headquarters, he directs his organisation, which has
attracted a number of dons, bishops, retired Army and Navy
officers, athletes, and even politicians, besides enthusiastic teams
of young men and women mostly belonging to the middle and
upper classes. An efficiently produced, illustrated periodical made
its appearance in 1938, in technique identical with all forms of
photographic propaganda, whether *The U.S.S.R. in Construction*
or the little leaflets wrapped round constipation cures—that is,
showing smiling faces, varied, male and female, but alike in
that they all smile. House parties are organised, at which sins,
usually of an economic, but sometimes of a sexual, character,
are publicly confessed; and occasionally there are large gatherings
in the Albert Hall. The platform is decorated with flags; while
the audience assembles the organ plays tunes like Xand of Hope
and Glory', and speeches are delivered by speakers representing
as wide a social range as possible. Each, whether country gentle-
man acknowledging that he has been in the habit of using bad

language to his stable boys, or mill-worker acknowledging that
he has sometimes neglected to work when the foreman's eye
was not on him, or housewife acknowledging that she has been
[13] An attempt to register itself as a company under this name for the pur*
pose of receiving a bequest, aroused protests in Parliament. These protests,
led by Mr. A. P. Herbert, Independent Member for Oxford University,
were unsuccessful, and Oxford has had to endure its association with Dr.
Buchman's activities.

[13] According to Mr. Rom Landau's *God is My Adventure,* when taxed with living expensively Dr. Buchman made the significant retort that God was a millionaire and so under no necessity,to economise.